

<b>Sponsorship Opportunities: These are a few of the options</b>	<b>Donation</b>
A. <b>3- year agreement - Presenting Sponsor for 2011-2013 Shape Up Arizona</b> (value: \$125,000)	\$60,000 (\$20,000 a yr)
B. <b>Presenting Sponsor of 2011 Shape Up Arizona Health &amp; Wellness Expo</b> ***Will receive: Sponsorship Opportunity Package with Healthy U TV	\$25,000
C. <b>Sponsor of Arizona Healthy Cook-Off - Partnering with Healthy U TV and Sunflower Market</b>	\$15,000
D. <b>Arizona's Healthiest Family Competition - Partnering with Arizona Parenting Magazine</b> (more information below)	\$15,000
E. <b>2011 Shape Up Arizona 5K Run</b>	\$10,000
F. <b>Stage Sponsor</b>	\$10,000
G. <b>2011 Shape Up Arizona Sponsor Booklet (2500)</b> <a href="http://www.shapeupus.org/live-events">http://www.shapeupus.org/live-events</a> (Full page ad and Map Sponsor in the middle of the Booklet)	\$7,500
H. <b>2011 Shape Up Arizona Flyers (100,000)</b>	\$5,000
I. <b>2011 Shape Up Arizona T-Shirts</b> (Share logo space with Presenting Sponsor)	\$2,500
J. <b>2011 Exhibitor at Shape Up Arizona</b> Table, 2 chairs, Logo and Text Link on Shape Up US Website	\$1,000

## **Shape Up US Sponsorship Health and Wellness Expo**

### **\$1000 Sponsor Receives: Exhibitor**

- 1/2 page full color ad in our directory -2,500 copies
- Table and 2 chairs
- Logo Link on Shape Up US Website <http://www.shapeupus.org>
- Text Link on Website <http://www.shapeupus.org>

### **\$2,500 Sponsor: T-Shirt Sponsor**

- SHAPE UP Arizona" Sponsorship Directory - Full Page
- Table and 2 chairs
- Logo Link on Shape Up US Website <http://www.shapeupus.org>
- Text Link on Website <http://www.shapeupus.org>

### **\$5,000 Sponsor – Flyers (100,000 Flyers)**

- SHAPE UP US" Sponsorship Directory - Full Page
- Table and 2 chairs
- Logo Link on Shape Up US Website <http://www.shapeupus.org>
- Text Link on Website <http://www.shapeupus.org>
- Logo on Event Flyers and e-mails blast (100,000 Flyers)

### **\$7,5000 Sponsor – Sponsor Booklets (2,500 Booklets)**

- SHAPE UP US" Sponsorship Directory - Full Page
- Logo on Map in the Middle of the Booklet for our Passport Game
- Table and 2 chairs
- Logo Link on Shape Up US Website <http://www.shapeupus.org>
- Text Link on Website <http://www.shapeupus.org>
- Logo on Event Flyers and e-mails blast

### **\$10,000 Sponsor – 5K Run**

- SHAPE UP US" Sponsorship Directory - Full Page
- Table and 2 chairs
- Logo Link on Shape Up US Website <http://www.shapeupus.org>
- Text Link on Website <http://www.shapeupus.org>
- Logo on Event Flyers and e-mails blast
- Logo on “Shape Up“5 K T-Shirts

### **\$15,000 Sponsor – Arizona’s Healthiest Family**

- SHAPE UP US" Sponsorship Directory - Full Page
- Table and 2 chairs
- Logo on all Arizona Parenting Magazine Promotion:
  - ✓ Online web ad on [www.azparenting.com](http://www.azparenting.com) from June – October
  - ✓ E-blast to promote the contest
  - ✓ E-blast to promote the event
  - ✓ AZ Parenting will be the official magazine for the event
  - ✓ ½ page ad in the August issue promoting contest
  - ✓ ½ page ad in the September issue promoting contest/event
  - ✓ Full page ad in the October issue promoting the event
  - ✓ Promote the contest at bottom of Editor’s Letter in the July issue

- ✓ Include event in October Calendar Highlights
- ✓ ½ page interview / picture of winning family (Arizona's Healthiest Family)
- Logo Link on Shape Up US Website <http://www.shapeupus.org>
- Text Link on Website <http://www.shapeupus.org>
- Logo on "Shape Up "5K T-Shirts
- Logo on All Event Promo Flyers and E-Mails
- Logo on 4-Color Banner -Main Stage or Cook-Off Stage
- Name on Thank-You Publicity

### **\$15,000 Sponsor – Arizona's Cook-Off**

- SHAPE UP US" Sponsorship Directory - Full Page
- AZ Barbeque (3.1 million hits website), HealthyU TV website, and Sunflower Market website as the Sponsor of AZ. Cook-off
- Table and 2 chairs
- Logo Link on Shape Up US Website <http://www.shapeupus.org>
- Text Link on Website <http://www.shapeupus.org>
- Logo on "Shape Up "5K T-Shirts
- Logo on All Event Promo Flyers and E-Mails
- Logo on 4-Color Banner -Main Stage or Cook-Off Stage
- Name on Thank-You Publicity

### **\$25,000 Presenting Sponsor – Exclusive Sponsorship**

- SHAPE UP US" Sponsorship Directory - Full Page (2500 copies)
- Logo on all Arizona Parenting Magazine Promotion:
  - ✓ Online web ad on [www.azparenting.com](http://www.azparenting.com) from June – October
  - ✓ E-blast to promote the contest
  - ✓ E-blast to promote the event
  - ✓ AZ Parenting will be the official magazine for the event
  - ✓ ½ page ad in the August issue promoting contest
  - ✓ ½ page ad in the September issue promoting contest/event
  - ✓ Full page ad in the October issue promoting the event
  - ✓ Promote the contest at bottom of Editor's Letter in the July issue
  - ✓ Include event in October Calendar Highlights
  - ✓ ½ page interview / picture of winning family (Arizona's Healthiest Family)
- AZ Barbeque (3.1 million hits website), Healthy U TV website, and

- Sunflower Market website as the Sponsor of AZ. Cook-off
- As many Tables and chairs as you need
- Logo Link on Shape Up US Website <http://www.shapeupus.org>
- Text Link on Website <http://www.shapeupus.org>
- Logo on “Shape Up T-Shirts
- Logo on All Event Promo Flyers and E-Mails
- Logo on 4-Color Banner -Main Stage or Cook-Off Stage
- Newspaper and Magazine Print – Logo – 2 ½ page ads in the AZ Republic (more inform under Media Partners)
- Official “Passport Sponsor”
- Movie Theatre big Screen Media – Logo Only, All Screens
- Radio- Sponsored by Announcement
- Exclusive Sponsorship by Category
- Name on Thank-You Publicity
- Over \$100K worth of media
- **Media Partners:**

Harkins Theatres (125 screens all over the valley), momslikeme.com (The Arizona Republic - \$25K), Arizona Parenting Magazine (helping us find Arizona's Healthiest Family - \$25K), Arizona Networking News, San Tan News (full page), Natural Awakening(full page), Bear Essential News (100K distribution- full page) 100K Flyer Distribution, AZ Barbeque (3.1 million hits - we are partnering with them for Shape Up Arizona's COOK-OFF with Sunflower Market and Healthy U TV), All TV channels (12, Fox 10, 3, 15 and 5), 101.7, 1100 AM, Grand Canyon State Games ( 1.5 million reach), Eric James into 5 Junior High/High Schools before the event and so much more!